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THE SIGNS IN GLOBAL WARMING'S ADVERTISEMENTS AS FOUND IN WWF OFFICIAL WEBSITE 2007

THESIS



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ABSTRAK

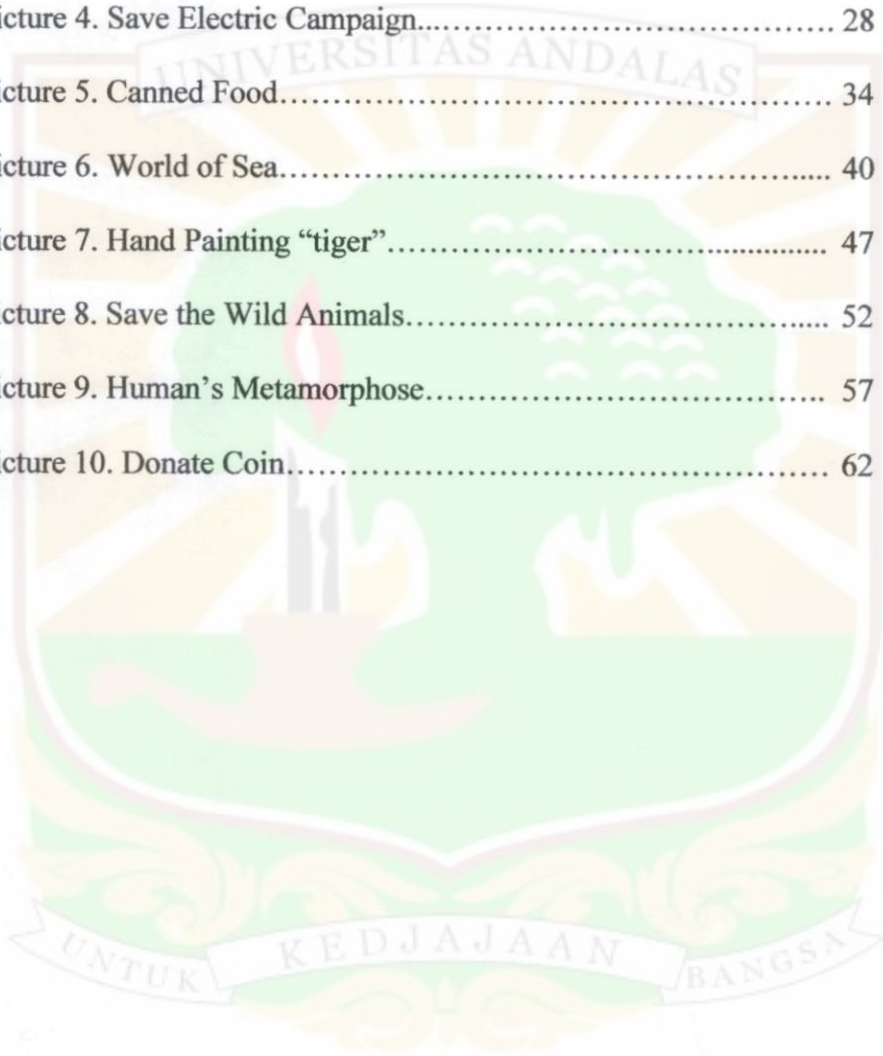
Skripsi yang berjudul *The Signs on Global Warming's Advertisements as Found in WWF Official Website* ini menganalisis tentang eksistensi tanda dan maknanya dalam iklan tentang pemanasan global. Data penelitian diperoleh dari situs resmi WWF (World Wildlife Fund) tahun 2007 berupa 8 buah iklan tentang pemanasan global yang fokus tentang perlindungan terhadap binatang yang terancam punah. Dalam pengumpulan data, penulis menggunakan *Observational Method and Non-Participant Observation Technique* (Sudaryanto, 1993:134). Tanda yang terdapat dalam iklan terbagi atas dua, yaitu tanda linguistik dan tanda non linguistik. Tanda linguistik dijabarkan dengan menggunakan teori tahapan signifikasi oleh Roland Barthes dan tanda non linguistik dijabarkan dengan menggunakan teori diagram segitiga semiotik oleh Charles Pierce. Dari hasil analisis, penulis menemukan makna denotasi dan konotasi yang terkandung didalam iklan pemanasan global tersebut. Makna denotasi merujuk pada deskripsi WWF tentang bencana yang akan terjadi akibat manusia merusak alam. Adapun makna konotasi terkait kepada tujuan dari iklan ini membujuk masyarakat agar menjaga kelestarian alam dan melakukan tindakan nyata untuk mengurangi dampak negatif pemanasan global yang mengancam ekosistem di bumi.

Keywords: *Semiotics Study, Sign & Meaning, Global Warming Advertisements*



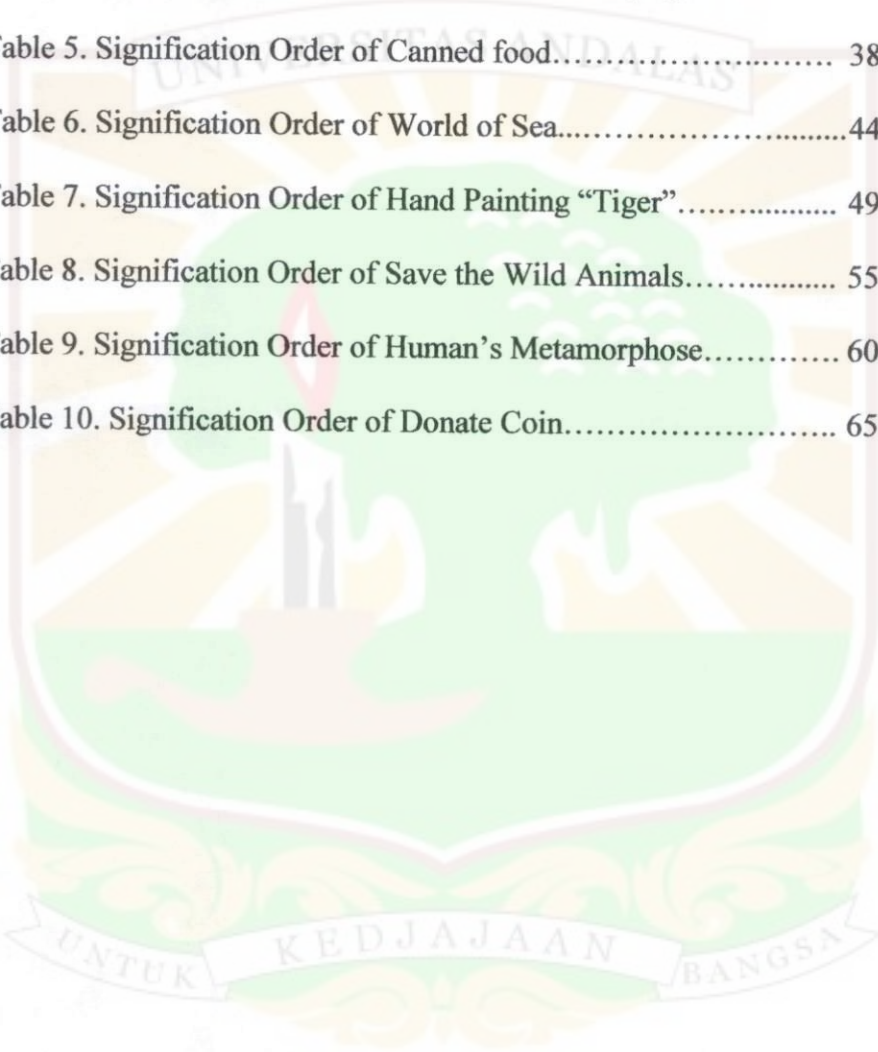
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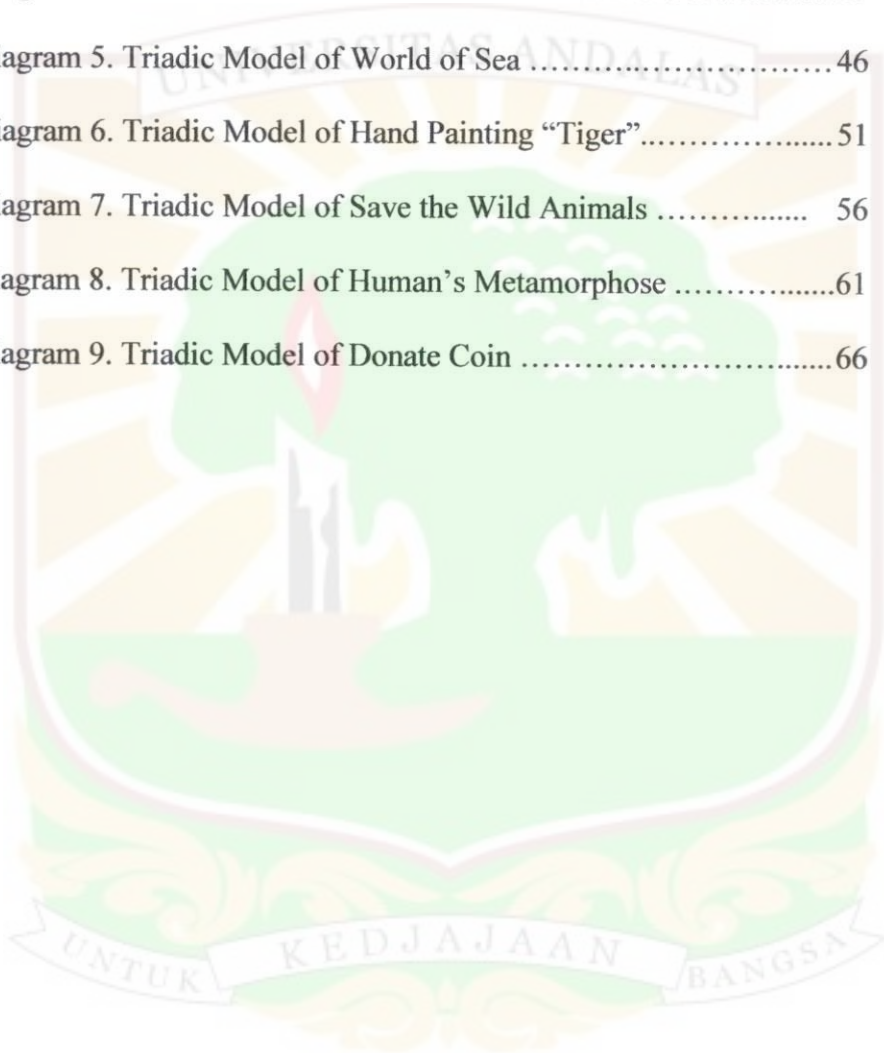
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

According to Peirce, anything is a sign and usually in relation to something else. The sign relation is the most important, as it defines the three roles which include the sign, the sign's subject matter (or object), and the sign's meaning (or interpretant). The sign is distinguished not only from the interpreted meaning, but also from the object itself. To recognise the meaning of a sign is not an easy matter, we need such a specific knowledge to analyse inside the object. So, the contribution of linguistics knowledge in this case semiotics is really needed.

Many signs exist around us, sometimes it is quite difficult to understand. The sign maker usually take implied meaning and we must be critical to correlate between the sign and the context. In this case linguistic sign and non linguistic sign can help the reader to identify and find the meaning. One example of sign which have an implied meaning is appear in advertisement.

There are so many ways we can used to deliver message to society such by using advertisement in mass media. Everybody can be able to use it to share or inform something to public. Advertisement is used as a place to promote things or something. It is a form of communication that used to affect and persuade people to be interested and to do something such as buy the product.

According to Bearden, Ingram, & Laforge (1998:15), Advertising is the element of the marketing communication mix that is non personal paid for an identified sponsor and disseminated through channels of mass communications to promote the adoption of goods, services, person or ideas. The type of advertisement is divided into two kinds, first the commercial advertisements to sell products and second the non commercial advertisements to public service purposes. It means that advertisement is used to promote such commercial goods and services, and it also aimed to inform or motivate the publics about non-commercial issue such as the campaign to against HIV/AIDS, global warming effect and political ideology or any ideas as responses to the phenomenon which happen in the society.

The medium of advertisement itself may be channeled in mass media such as magazines, newspapers, cards, or posters and also in internet. As what written in Manajemen Periklanan Book by Kasali (2006:35-36), the non commercial advertisement is purpose to raise social awareness of people relate to the issue threaten human life, in this case to avoid more damage of social imbalance. This advertisement is made to campaign positive reaction to awaking people respectful to what happens surrounding.

Actually, language as a tool of communication also needed to make a good public service advertisement. Language employs a combination of words to communicate ideas in a meaningful way. By language, man can express their thought, and sometimes language also can change the world. So, to make people interest to read that advertisement, the publisher should have such skill to

influence people. The language of an advertisement must be sharp and can deliver message clearly to the audience.

The phenomenon of damage to nature is one of the recent issues which try to deliver in those public service advertisements, such as the effect of disposing garbage is result flood, the handling of earthquakes and the global warming issue. The sponsor of these campaigns sometimes come from the non-profit organization, government or may be the individual who cares the earth.

Here, the writer focuses on the nonprofit advertisement related to global warming .The global warming issues through melting of polar north, the erratic of climate change and poaching of endangered animals and others. Clearly, Global warming is the condition when the earth heats up (the temperature rises). It happens when greenhouse gases (carbon dioxide, water vapor, nitrous oxide, and methane) trap heat and light from the sun in the earth's atmosphere, which increases the temperature. This hurts many people, animals, and plants (cited from United States Environmental Protection Agency, Global Warming Kids Site. [Http://www.Epa.Gov/Globalwarming/Kids](http://www.Epa.Gov/Globalwarming/Kids)).

One of nonprofit organization which tries to prevent the dangerous effect of Global Warming is WWF (World Wildlife Fund). It is one of the world's largest conservation organizations and it was founded on the 29th April 1961. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources

is sustainable and promoting the reduction of pollution and wasteful consumption (WWF Website).

WWF helps protecting our environment especially to preserve the animal's extinction by making advertisements campaign launched in Finland to create awareness regarding to global warming. The goals of these advertisements are effort to control bad impact of global warming. The advertisement campaign is drawing attention towards the ecological problem caused by human actions and their irresponsible behavior. Perhaps, by creating these advertisements, people especially the reader can be care and wise to save our earth for living in peace with nature for present and for the next generation.

Semiotic is very important study in order to understand those advertisements. It helps the reader to see the clear meaning as what advertiser wants to deliver. Semiotics is the study of signs which leads the analysis to find meaning of sign. Sign is defined as something that signifies something. It concerns with meaning making and representation in many forms, perhaps most obviously in the form of 'text' and 'media' (Chandler: 2002:45). In this study, denotation and connotation are terms to describe the relationship between signifier and it's signified. Meaning includes both denotation and connotation (Chandler: 2002:90).

Below, the writer gives one example of advertisement which taken in internet on WWF's official site and it is interpreted by using semiotics approach. Advertisement has many hidden signs and meanings within brand names, logos,

and package design. Sometimes, to gain meaning in advertisement is quite difficult and cannot be interpreted slightly. A reader must be able to read the sign to get the meaning. Semiotics is the study of sign and how they are interpreted. Umberto Eco (1976) in Tatiana (2003:2) said semiotics is a critique of the theory that the meaning of signal or sign is determined by the objects (i.e. things/events) to which they refer.



Picture 1:
The dangerous effect of global warming "A World of Sea"

(Taken from [Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/](http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/))

affect crisis of climate change, the issue of natural disasters, and the worst one is the doomsday coming. The world will form into sea, where no human can life; the building will covered by waters. As human we must take responsibility to take care the environment and avoiding cut tree randomly, use less green house to protect air and nature. Everybody is being under an obligation to protect earth, because no one would keep it except us, as human being”.

1.2 Identification of the Problem

This writing is attempt to study about semiotic elements that occur in global warming advertisements which created by WWF. Based on the background above, this study is aimed at answering the following questions:

1. What are the signs that occur in Global Warming Advertisements in WWF Website 2007?
2. What are the possible meanings expressed in each Global Warming advertisements in WWF Website 2007

1.3 Objective of the Study

Actually, the purposes of this research to conduct finding the meaning which expressed in each advertisement, and they are:

1. To identify the signs that occurs in Global Warming advertisements created by WWF in its website.

that the writer used in order to apply this method. The first step is entering the WWF website and collecting the global warming advertisements which published on March 2007. The second step is taking advertisements which concern to endangered animals. Furthermore the selected advertisements are limited into eight advertisements. The last step advertisements are scanned to reproduce printed material into digital form.

1.5.2 Analyzing the Data

The writer uses referential method proposed by Sudaryanto (1993:33) which the writer correlates the meaning of the sign with the contextual situation. Based on this method, the meaning expressed of each advertisement can be learnt. The writer analyses the data by applying some theories related to semiotic analysis. The writer applies Barthes's theory of sign functioning to analyze the linguistic sign to find the denotative and connotative meaning. Then Peirce's theory of triangle diagram also attempts to analyze the non linguistic sign to support the analysis of Barthes theory.

1.5.3 Presenting the Result of Analysis

The last step is presenting the result of the analysis. There are two steps in presenting the result (Sudaryanto, 1993:44) that is writing way in the formal descriptive text and the result of analysis is presented in the form of oral way/verbal language.

CHAPTER II

REVIEW OF LITERATURE

2.1 Review of Related Studies

There are some previous studies on semiotics that are used as the references. They talk about the analysis of the advertisements in relation to some theories about semiotic. These previous study are found in the form of journal and thesis.

First, a journal research was held by Widayasari (2010) it is analyzed the meaning of sign, visually or non-visually, attached in the XL versi Bayar 1 Menit Nelpon Gratis 17 Jam advertisement. The signal is being investigated in this study is the use of pictures and illustrations in the provider XL versi Bayar 1 Menit Nelpon Gratis 17 Jam in print media announcement. The writing method of this thesis is a qualitative research method using semiotic analysis of Charles Sanders Pierce. The research divides data from which can be directly seen in the advertisement of XL versi Bayar 1 Menit Nelpon Gratis 17 Jam in the form of visual and non-visual elements. The results of this research is that the illustrations used in an ad can be a supporting factor of harmony between the text, the elements of the color, Typography displayed image so as to attract the attention of audience to buy and use products so that consumers foresight necessary to analyze the requirements and provisions of the ads and products offered.

Then, a thesis by Margarito (2005), from Università Degli Studi del Salento. It tells about advertising as a phenomenon of great importance, more and more complex, and today it has a sort of expressive and communicative autonomy and it has become a kind of meta-genre inside the diverse scenario of mass media. As form of communication, it makes use of cultural stereotyped belonging to collective imaginary and other texts of the mediatic system. The phenomenon of advertising can be studied from different points of view and disciplines, but semiotics deals with it, keeping in mind its textual dimension. Semiotics studied signs and elements of any advertising text to understand the hidden meaning.

Another research done by Shankar (1998) talks about semiotic analysis of one secondhand smoking campaign by Unite Georgia. The primary question posed in this research is how messages are constructed in one anti-cigarette advertising campaign, and whether their structure dilutes or compromises the critical stance regarding smoking. To this end, the study explores three ads – “Drive,” “Car Seat” and “Baby Monitor.” These ads critique the individual’s behavior, instead of addressing promotional activities of tobacco companies or the addictive nature of nicotine. Popular American ideologies of ‘opportunity,’ ‘freedom’ and ‘individualism’ are critiqued, in that ‘opportunity,’ ‘freedom’ and ‘individualism’ are not equally available to all. A person’s actions have repercussions for those around them, and failing to take that into consideration is a sign of self-centeredness. The codes required to understand the ads are recognized as those that are common to a particular culture, being a part of that culture enables the audience to understand the message. The study suggests that the

messages in these ads are clear and easily understandable by the intended audience, in this case, the average American.

Another research was held by Pratiwi (2006) from Andalas University. She used Roland Barthes theory as the main theory on her thesis research. The writer uses the extended theory about signifier and signified as the main element of sign which also related with denotative and connotative meaning. Those are used in form of defining the signified of the concept for signifier. From the research, the writer has found various connotative meaning for each advertisement. As the rule, the image of artist such as the singer, actress, public relation and others in public are used to emphasize for whom that fragrance are made. The advertiser play on word and also picture to strengthen what they are going to say about advertisement. The name of the fragrance is the main keyword which tells about the aroma and also another function that celebrity's fragrance is supported by the environment of the arrangement of symbols in that texts. Finally, as the result of analysis Pratiwi concludes that female celebrity's fragrance advertisement is something to promote a product which is made by using the image of artists who present those fragrances and can be tools to be closer to them.

2.2 Definition of Key Terms

Advertisement

Advertisement is a notice, such as a poster or a paid announcement in the

print, broadcast, or electronic media, designed to attract public attention or patronage (Hornby, 2000:3) . It is printed and display in a newspaper, short film on television, announcement on radio, etc. Advertisement itself is designed to sell goods, publicize an event, and inform something and so on.

WWF

The World Wildlife Fund (WWF) is the world's largest independent organization which works for the conservation of nature founded on the 29th April 1961. WWF is held to promote activities related to the conservation, research and restoration of the environment. It aims to preserve the life on Earth and the ecological system to avoid the global warming condition. Panda is logo of this organization to promote and support conservation campaign to all over the world (WWF Website).

Context

Every sign has a context. The context itself is made a connection to the meaning, so to understand a sign we must know the context first. The context can formed into a background, that is something referred to past experience or knowledge of related events that we encounter in a sign like what Brown and Yule has explained (1983:61) in Pratiwi (2006:11) that "we must suppose that an individual's experience of past events of a similar kind will equip him with expectation, hypothesis about what are likely to be relevance aspect of context".

Meaning

In semiotic meaning can be defined as signified or the conceptual meaning in a sign. Meaning can be shown simply that “a sign is a meaningful unit which is interpreted as ‘standing for’ something other than itself” (Chandler: 2002). In this research, there are two meanings occur to present the existence of these advertisement, they are denotative and connotative meaning. In his book, “Element of Semiology” Barthes (1974:49) proposed denotation and connotation as order of signification. Both are used to describe the relation between the signifier and signified (Chandler 2002: 137).

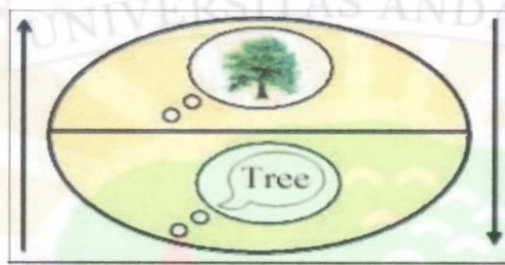
2.3 Theoretical Framework

2.3.1 Semiotics

Semiotics began to become a major approach to cultural studies in the late 1960s, partly as a result of the work of Roland Barthes. Barthes declared that “Semiotics aims to take in any system of sign: images, gesture, musical sounds, objects and the complex association of all these (cited in Tatiana: 2003:1). There are some meanings that can be found by adapted this approach to those kind of advertisements.

In general, semiotic is the theory uses to interpret the existence of sign around us. *A Theory of Semiotics* (Eco: 1976) stated it is a critique of the theory that the meaning of signals or sign is determined by the objects (i.e. things/events) to which they refer and is a rejection of the notion that ‘iconic’ sign must be likeness of their object. Then, Saussure (1983:67) defined a sign as a composition

of signifier and signified. The signifier is a word in language whereas signified is the object of the word referred to. A sign must have both a signifier and a signified. A sign must have both a signifier and a signified. Someone cannot have a totally meaningless signifier or a completely formless signified (Saussure 1983:101).



Picture 2: Saussurean Model

(Cited in Chandler 2002:5)

The figure above explained that an image of tree is signified which consist of a strong roots, a great bar, fertilize green leaves and the signifier is the material aspect of the sign, which represent by a word “tree”.

2.3.2 Sign

According to Tatiana (2003:2) sign is defined as "a pattern of data which, when perceived, brings to mind something other than itself," the notion of the sign is central to the semiotic approach to the study of communication. Then, Chandler (2002:19) also declares sign take the form of words, images, sounds, odors, flavors, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. Actually, people are produce sign through conscious or not in the daily life. Winks, hand gestures, facial expressions, postures, and other bodily actions are examples of sign that produce

by man, which all communicate something culturally relevant in particular social situations. Not only producing by human, sign found everywhere, anything can be a sign as long as someone interprets it as referring to or standing for something other than itself, do not aside for advertisement form.

It is common to divide signs into three types where Chandler (2002:29) is divided it into three modes together. They are:

1. Icon

Here, a brief definition of Icon as Chandler (2002:29) "A mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting or smelling like it) - being similar in possessing some of its qualities". An icon is a sign, which is linked to its object by qualitative characteristics. For example, a map is an icon because it shares some quality (spatial organization) with its object. A photograph is iconic because it is linked to its object.

2. Index

Chandler (2009:30) also mention Index as "A mode in which the signifier is not arbitrary but is directly connected in some way (physically or causally) to the signified - this link can be observed or inferred". An index denotes its object by being physically linked to it, or affected by it. For example, smoke is an index of fire, and a knock at the door is an index of someone's presence on the other side.

3. Symbols

A symbol has no qualitative or physical link to its object. It is “conventional”; that is to say that it is defined by social convention. Most words are symbols. A definition taken from Chandler (2002:29) Symbol is a mode in which the signifier does not resemble the signified but which is fundamentally *arbitrary* or purely conventional - so that the relationship must be learnt: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, Morse code, traffic lights, national flags; For additional example, if the word “dog” was replaced in English by the word “cat” and vice versa, there would be no change to the meanings we could convey. However it would be impossible to use a photograph of a dog to mean “cat”.

2.3.3 The Roland Barthes Model

Actually, Roland Barthes model proposes denotation and connotation as order of signification. This model is used to describe the meaning of a sign. The Barthes formula can be seen in table below:

1. Signifier	2. Signified
3. Sign	
I. SIGNIFIER	II. SIGNIFIED
III. SIGN	

Table 1: Order of Signification by Barthes
(Source: Hawkes, 2003: 108)

The first order signification is denotation or literal meaning, and the second order signification is connotation meaning. In this framework, connotation is sign which derive from the signifier of a denotative sign and a signified on one level become a signifier on another level (Chandler, 2002: 1410). Barthes proposed that pattern called the signification. That the first term (signifier) should be called the form and the second (the signified) should be called the concept. Thus, the first order signification the relation of signifier to signified generates the sign, in second order of signification the relation of form (i.e. the first order's sign) to concept generates the signification. (Hawkes, 2003:108-109).

Identify a sign especially requires a skill. Denotative meaning although is not a difficult one because it exist as literal meaning, but to find the connotative meaning, people have to relate the sign and the context. One another important things relate to interpret the meaning of a sign is the existence role of the reader. In this case, the reader knowledge is taken important role in analyzing a sign. Later, Barthes produces his map of sign functioning to help identify both significations:

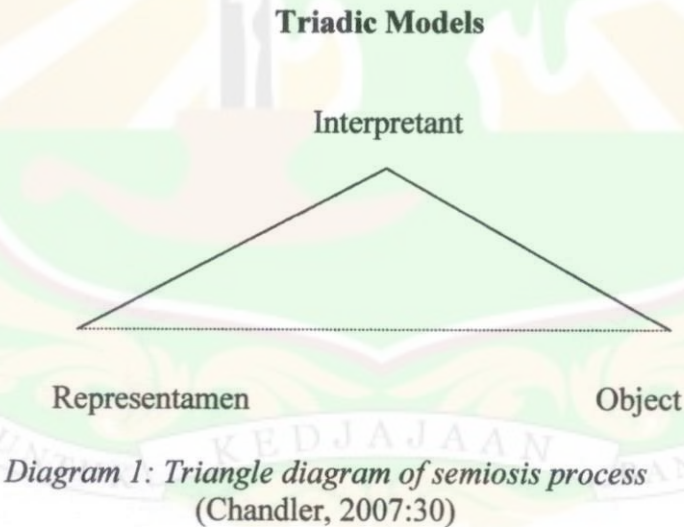
1. Signifier	2. Signified
3. Denotative Sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

Table 2: Sign Functioning
(Source: Cobley and Jansz, 1999:50)

The denotative sign (3) is made of a signifier (1) and signified (2) but the denotative sign is also a connotative signifier (4) and a connotative signifier must engender a connotative signified (5) to produce connotative sign (6) (Cobley and Janz, 1999:51). Thus, in this study the writer develops their analysis in accordance with framework to examine and describe both denotative and connotative meaning of each global warming advertisement by WWF organization.

2.3.4 Charles Sanders Peirce Model

Charles Peirce offers triadic models in interpreting sign which is composed of: The Representamen, an Interpretant and an Object. The triangle diagram of semiosis process is shown below:



The Representamen is the form which the sign takes. It is not always material, but also everyting can be sign as long as we interpret it as signifying something. The Representamen is interpreted by an interpretant is not merely an interpreter but rather the sense that the interpreter has through a sign. It could be

ideology, knowledge or history. The relation of the Representamen with an interpretant result an Object. An Object is something behind the sign (Chandler, 2007:30).



CHAPTER III

SEMIOTIC STUDY OF SOME WWF'S ADVERTISEMENT

IN THE WWF OFFICIAL WEBSITE

3.1 Introduction

Advertisement is a notice that content the hidden meaning made by the advertiser. In this chapter, the WWF's advertisements about global warming is analyzed as the data. This chapter deals with analysis of data in form of sign as found on those WWF world creative advertising. The data of this research consists of 8 datum which are choosen from the WWF official website.

3.2 Analysis of Data

In this chapter, the writer analyses the linguistic sign and non linguistic sign in WWF's world creative advertisements following four main parts. Firstly, the writer presents the advertisement. Second, the writer mentions the sign (icon, index and symbol). Then, the writer discusses both appearance of linguistic sign and non linguistic sign that occur in each advertisement. The last step, the linguistic sign is analyzed by using Barthes theory (in Cobley and Janz, 1999:51) the signification order to find the denotative and connotative meaning. Meanwhile, the non linguistic sign is analyzed by Peirce theory (in Chandler, 2002:30) the triadic diagram.

3.2.1 Datum 1



Picture 3: Bloody Suitcase

(Taken from WWF Official Website

@www.wwf.org.com/Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/)

This advertisement shows the dangerous effect of buying animal souvenir. In the first datum, the writer finds the sign which divided into three, index, icon and symbol. Actually, a *black- white panda* is called as a symbol. The WWF logo, a black -white Panda has an immensely appealing and positive image, which is seen as caring, responsible and credible (WWF Website). This symbol also brings us to the icon of panda itself. In the reality, panda describes as a big animal that have black and white fur covered it body and eat young bamboo. Panda is one of the protected endangered animals which predicted close to the extinction and only exist in a small area. Panda is being one representation of protected animal that need to be maintained and preserved. People should be care, responsible and also credible to avoid of their extinction. In their habitat, the number of panda decreases through the time. This happens because of their land is use to develop more skyscraper for public and more modern town in China.

The coming of icon *woman*, *suitcase* and *airport* indicated a physical resemblance between it and its picture. In the picture it seen that a woman is bring a suitcase in an airport. As we know, the purpose of suitcase itself is place to storing some items such as clothes and other things so them easily to bring along in a journey. The suitcase brings by the woman spread blood on the floor. According to the context, it describes goods inside the suitcase content a bloody things which sacrifice the animal's life, these things are the souvenirs made of hide. The icon of airport is being proven of some tolls such as concourse, accommodations for passengers and computer-information center on the left side

of picture. The picture of woman with handling a suitcase is also indication that it is an airport as a transit place for people who want to travel somewhere.

The figure of woman also asserts as the creature who is on a journey to a place as a tourist. Commonly, tourist is pleasure to search and buy the unique things. Sometimes, they do not care whether souvenirs they buy are made of hide or any animal materials. Each souvenir bought by the tourist decrease the number of animal, because the souvenirs itself made of animal's body. So, the advertiser is trying to urging people taking care for goods their buy. Do not buy things from animal's skin or another any rare (cannot be recycle in short time) material. Buying an exotic souvenir will cost much expensive rather than the common one.

Another explanation is coming from the appearance of index, *the red blood spills on the floor* or called as *the bloody suitcase*. The woman who brings suitcase is leaved such a spread red blood on the floor. It gives us an indication that blood is related with something which is homicide, hurt and violence.

In this advertisement, there are appearance of both linguistic sign and non linguistic sign. The linguistic sign that be interpreted from the advertisement above is "*don't buy exotic animal souvenirs*". The words "*don't buy*" here refer to a prohibition order to buy something. Here, it is such an order that people are prohibited and not allowed to buy a souvenir made of animal skin. According to Hornby (2000:149) the meaning of *exotic* is something attractive or pleasing because unusual. It is true that people like something that having art and beauty content, such unique souvenirs and accessories. But in this case, we must arrest

that passion to save the nature. It is better to avoid consumerism of any souvenir made by hide, because indirectly the consumer itself is increase the extinction of protected animal. Instead it is good to buy suitcase made of fabric or any other materials that can be replaced soon.

The sign is the whole result from the association of signifier with signified. Their relationship composed message in this advertisement that the picture is such negation for people not to buy any more animal souvenirs. According to WWF, in 2007 there are lots of protected animal are being killed to fulfill human need of animal skin like crocodile, tiger, elephant and bear.

The linguistic sign above has denotative and connotative meanings. To see detail meaning of both, the linguistic sign “don’t buy exotic animal souvenirs” is analyzed in the following table:

<div> <div>D</div> <div>M</div> <div>C</div> <div>M</div> </div>	<i>Don't buy exotic animal souvenirs</i>	A negation for buying animal souvenir	
	<i>Don't buy exotic animal souvenirs</i> means a negation statement for buying animal souvenirs		Warning and command to stop buy any animal souvenirs to save animal from extinction
	<i>“Don't buy exotic animal souvenirs”</i> is sign for “Warning and command to stop buy any animal souvenirs to save animal from extinction”		

Table 3: Signification orders of linguistic sign in Bloody Suitcase Advertisement

As signifier, the linguistic sign “*Don't buy exotic animal souvenir*” in this text has a signified “a negation for buying animal souvenirs”. Both of the signifier and the signified produce the denotative sign “*Don't buy exotic animal souvenirs*

is a negation statement for buying animal souvenirs". In the next term, that denotative sign becomes connotative signifier which is engendered by connotative signified "Warning and command to stop buy any animal souvenirs to save animal from extinction. Both of the connotative signifier and signified produce connotative sign that "*Don't buy exotic animal souvenirs* is sign for warning and command to stop buy any animal souvenirs to save animal from extinction".

From the table above, the writer concludes that the advertiser is really concern to warn people not to buy any kind of souvenir made of hide. This sentence is not only formed into a negation but also as a command to stop buying animal souvenir and accessories.

The existence of non linguistic sign also supports the meaning of the linguistic sign. To strengthen the analysis, the non linguistic sign is transformed into triangle diagram as proposed by Peirce (Chandler, 2007:30) below.

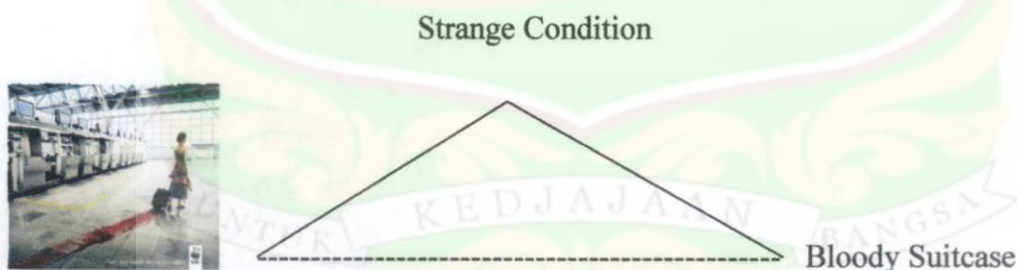


Diagram 2: Triangle diagram of Bloody Suitcase Advertisement

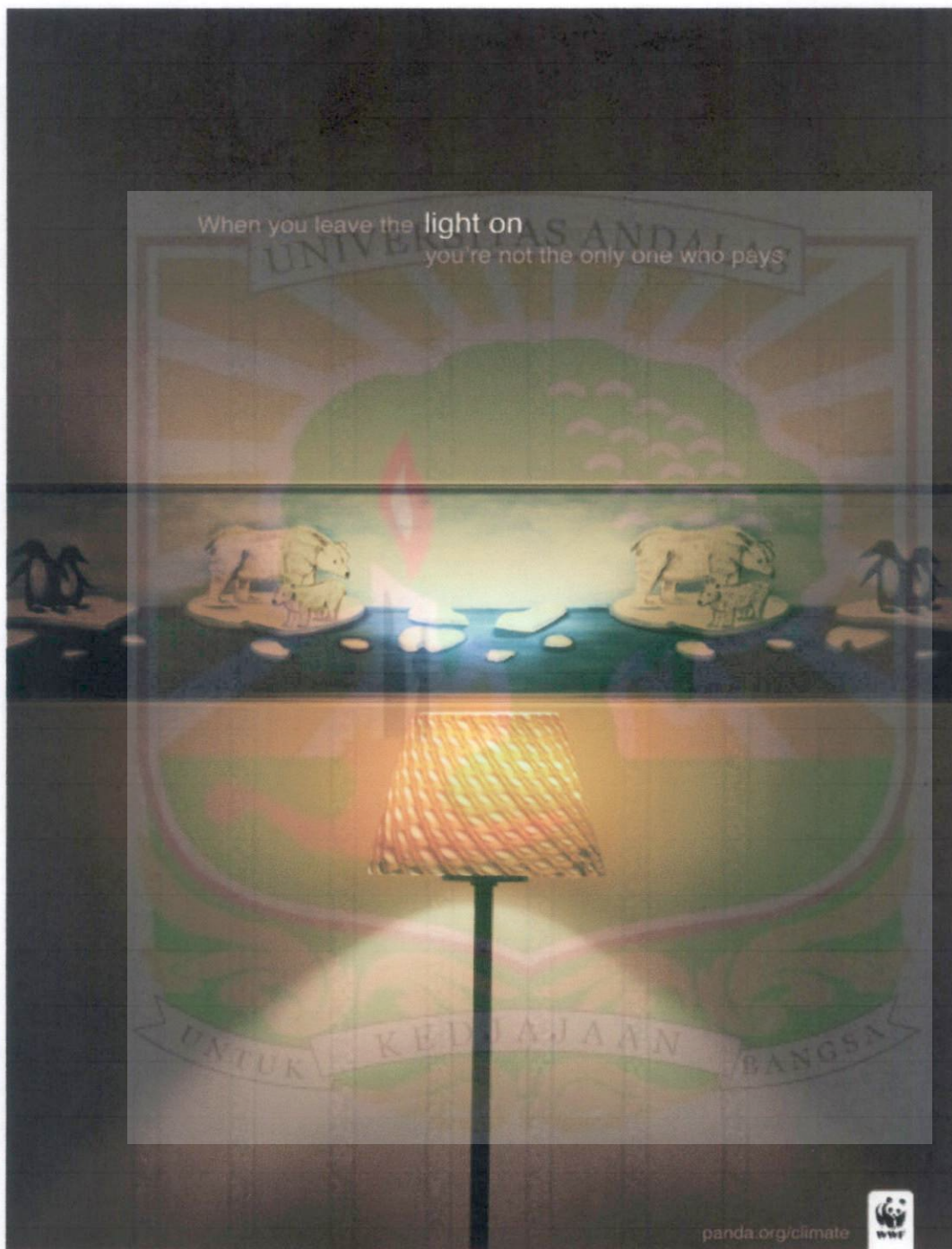
According to Peirce, Representamen, Interpretant, and Object in the triadic diagram above can create an interpretation of sign. The Representamen is the form which the sign takes (the figure of woman who bring a bloody suitcase), Interpretant is the sense made of the sign (strange situation) because an unusual

figure that suitcase can spill blood, and an Object, as something behind the sign which it refers (bloody suitcase).

The non linguistic sign above describes a woman brings a suitcase with spread of blood following it in an airport. The sign consists of representamen, picturing a lady who bring a bloody suitcase in airport and bring concept that could be interpretant, it refers to something wrong happened because it strange by the appearance of blood spill. In the normal condition, we will not find any baggage can leave blood spill behind it. The object of the sign is bloody suitcase itself.

From the explanation above, we can conclude that the advertiser is really astonished for those people who kill animal and take them skin for making any souvenir products and for those people who willing spend much money for pleasure and prestige only. Showing our caring for the environment can be shown within our action with stop buying any exotic souvenir made of animal's hide.

3.2.2 Datum 2



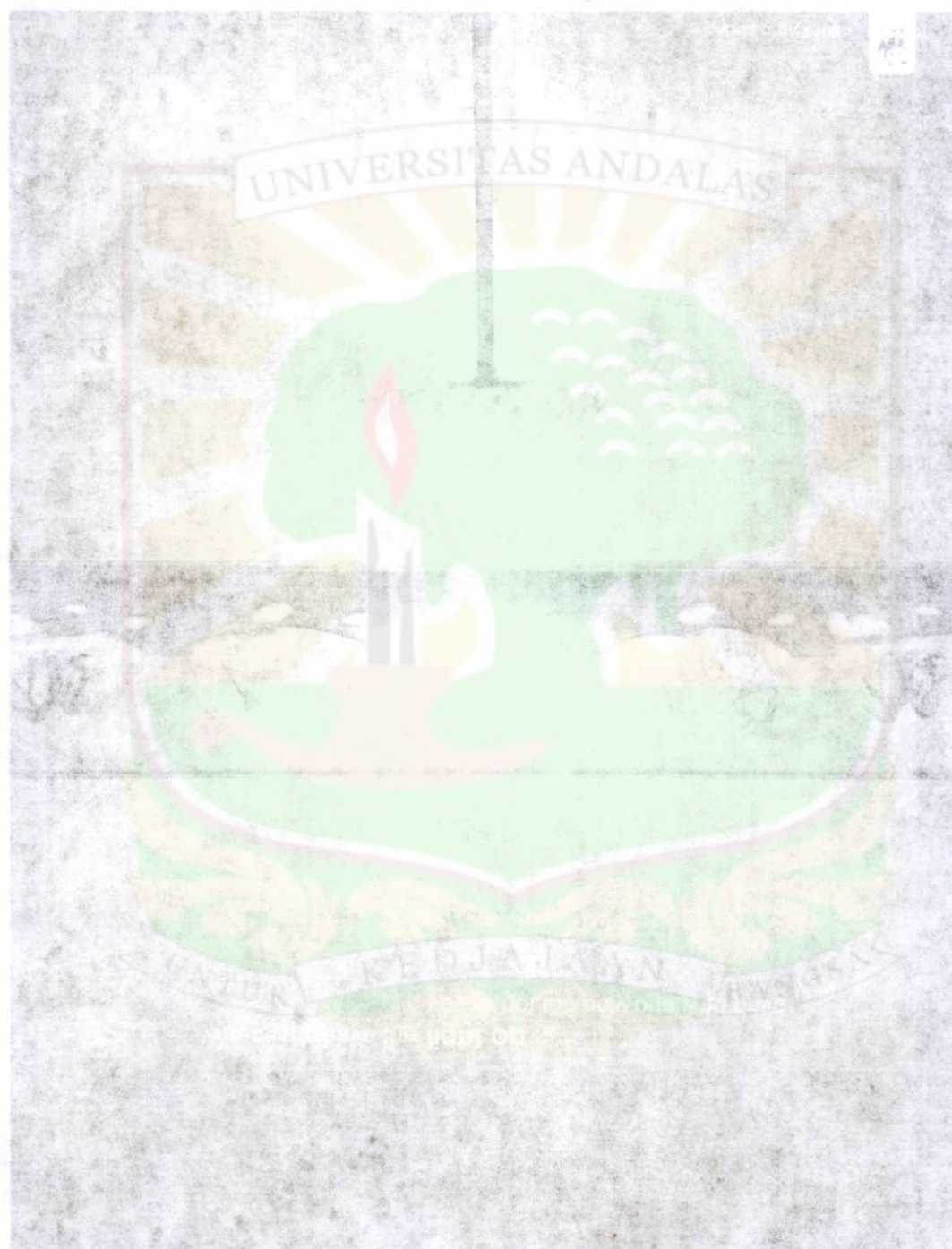
Picture 4: Save Electricity Campaign

(Taken from WWF Official Website

@www.wwf.org.com/Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/)

Universitas Andalas
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 Universitas Andalas

Universitas Andalas



Generally, this advertisement is made to remain people to be frugal and save the electricity. On its website, WWF stated that a rise in global temperatures has shown the 10 warmest years on record all since 1997. For sure, human and animal adversely affect. The difference is humans are top of the food chain and are able to adapt and survive a lot better than animals can. Actually, animal, plant and any other species have a limited ability to living with new environment and new atmosphere. Global warming is causing whole ecosystems to be damaged and even wiped out, this means that whole species of animals and insects are left either dead or homeless. Especially, for those species who lives in North Pole, like penguin and bear are threaten and maybe close to the entire extinction.

In the advertisement, there is an icon of a *lamp* with stick sustained it. Usually we find such this lamp in the bedroom and in a place beside the bedstead. To produce light, it need electric or gas or any energy. So, if people do not use it wisely, it only result useless castaway. There are also picture which present icon of *polar bear* and *penguin*. According to Hornby (2000:31), bear is define as any of various usually omnivorous mammals that have a shaggy coat and a short tail and walk with the entire lower surface of the foot touching the ground. Then it stated also that penguin is any of various stout flightless marine birds of the family Spheniscidae, of cool regions of the Southern Hemisphere, having flipper like wings and webbed feet adapted for swimming and diving, and short scale like feathers that are white in front and black on the back. Both animals are habitually live in the freeze on Antarctic's area. It is seen clearly that the picture which drawn in the wall are the icon of both animal that live in the Arctic Pole.

In addition to being an icon, *light* can also be called as a symbol. Light itself may be present purely conventional, so that the relationship must be learnt (Chandler 2009:29). Symbol is something that represents something else by association, resemblance, or convention, especially a material object used to represent something. In common sense light may present as happiness and excitement. We need light to enlightening darkness. In contrary, the meaning of letting light turn on is illustrated such a worst habit that gives bad impact to others.

In the advertisement above, the writer also found the linguistic sign and the non linguistic sign. The linguistic sign "*when you leave the **light on**, you're not the only one who pays*" with a bold text *light on* shows us the indication of an irresponsible action of people who let the electricity on through the day. In the text above, *light on* is printed bold because the advertiser wants the reader to pay more attention to this little action but affect big. *Light on* is the condition where the electricity is still alive and serve good to illuminate the room. In our daily activity, it really often happens. There are many people allow their lamp on and forget to turn it off. *Light on* means energy is being waste and useless castaway. If one person make one waste light on, in their home, company, school or public place and millions of people in the whole world do the same action, how many energy should be spend in vain.

To see detail meaning of both, denotative and connotative meaning of the linguistic sign is analyzed in the following signification order table:

D M	"when you leave the light on , you're not the only one who pays"	A disagreement of using electric in castaway
	"when you leave the light on , you're not the only one who pays" means a disagreement of using electric in castaway	A campaign to save the electricity
	"when you leave the light on , you're not the only one who pays" is sign for "A campaign to save the electricity"	

Table 4: Signification orders of linguistic sign in Save Electricity Campaign Advertisement

In this table, the signifier is "*when you leave the **light on**, you're not the only one who pays*". This signifier has the signified "A disagreement of using electric in castaway". Then, both of signifier and signified produce denotative sign that "*when you leave the **light on**, you're not the only one who pays* means a disagreement of using electric in castaway". In the next term, denotative sign becomes a connotative signified which is endangered by a connotative signified "A campaign to save the electricity". Both of the connotative signifier and signified produce connotative sign "*when you leave the **light on**, you're not the only one who pays*" is sign for "A campaign to save the electricity"

The denotative meaning of linguistic sign above derives from the text that light on is the condition where light is turn on to enlightening the room. The connotative meaning is get by relate the sign and the context of this advertisement. It can interpret that when people leave light on, she/he does not the only one who pay for the effect. It means that the user will pay cost higher because leave the electricity turn on without use them and also in the other side, it will increase apparition of global warming condition. The energy used to switch on the light will burn up, and this affect badly for the melting snow in the polar.

At the bottom in right side of the advertisement, there is another linguistic sign "*panda.org/climate*". The sign dot (.) and slashed (/) give us description of sites that we can visit in order to find out more information about matters or issues relating to the climate change and global warming condition. The word *org* here is stand for organization, that is World Wildlife Fund (WWF) which all social activities relate to the caring action for environment take shelter there.

The condition of pole's melting is absolutely bad, because the water discharge increase unpredictable and the living of animal there threaten too. Fish and other species in the sea would be contaminating. Automatically the continuity of their existence could be annoyed. Bear and penguin cannot survive, because lose their meal, and they cannot move to life in the tropical climate like in Indonesia. It is warn us to be more respectful to save this world's living. If both animal are extinct for sure the food chain will be disturb too. The balancing of this earth will break up. Direct impact of global warming is the condition of climate change. Melting icebergs, rising sea levels, sinking of the small islands and the loss of some species in the food chain are very dangerous impact in the survival of ecosystems on earth.

The existence of non linguistic sign also supports the meaning of the linguistics sign. To strengthen the analysis, the non linguistics sign is transformed into triangle diagram as proposed by Peirce (Chandler, 2007:30) below.

Campaign for save the energy

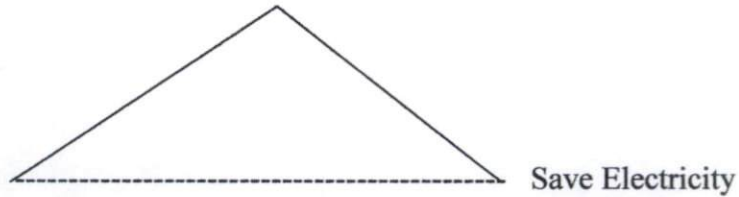


Diagram 3: Triangle diagram of Save Electricity Campaign Advertisement

According to Peirce, Representamen, Interpretant, and Object in the triadic diagram above can create an interpretation of sign. The Representamen is the form which the sign takes (the figure of a lamp in a room with wall painting of penguin and bear on a melting ice), an Interpretant is the sense made of the sign (campaign for save the energy) the ideology to conduct action for save nature, and an Object, as something behind the sign which it refer (save lamp). It means that by save lamp, people save the earth.

The advertiser through this ad wants to tell us the condition of adverse effects of allowing power light is not only giving impact on electricity payments rose but also endangers the survival life in the Northern part of this world, such as the melting of North Pole. To decrease the impact of global warming we must turn off the lamp or electricity after use it. Every people give a great contribution to save this earth. Every person can turn off the lamp to save the environment for now and for future living.

3.2.3 Datum 3



Picture 5: Canned food

(Taken from WWF Official Website
@www.wwf.org.com//Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/)

The background of creative advertisement above is the prestige oil spill in the coast of Galicia caused by the sinking of an oil tanker in 2002. This disaster was almost paralyzing activity of fisherman to take marine product. According to article in New Scientist (2003) titled "*prestige oil far worse than thought*" argue that the oil spill polluted thousands of kilometers of coastline and more than one thousand beaches on the Spanish, French and Portuguese coast, as well as causing great harm to the local fishing industry. The spill is the largest environmental disaster of both Spain's history and Portugal's history.

According to that article Coast Galicia contents full heavy of fuel oil, which gives bad effect to the environment. Government and thousands of volunteers were working together to clean up the water. One year later, more than half oil was cleaned. But the risk, five years later after the cleaning activities, a study found that people participating in the cleaning activities suffered several health problems, such as lung, cardiovascular, and chromosome diseases.

The iconical relationship of this advertisement coming of the picture *fish* in canned. Fish is a kind of cold blood species having gills, commonly fins, and typically an elongated body covered with scales. Fish come from Galicia coast giving a big reserve to fulfill requirement of protein all over the country.

The *black oil scattered* may become a symbol, where black is refer to something dark, scary, bad or evil. In this situation black oil that cover the fish is also presents something unhealthy, worst to eat because it contains of some dangerous materials for our body.

There are some linguistic sign appear in this advertisement, first the words “*prestige all in oil*”. Actually the disaster that happen on 19th November 2002 which the oil tanker named *Prestige* sank off the coast of Galicia and spilled about 70,000 tons of fuel oil into the sea, which reached coasts from the north of Portugal to France (Plataforma SINC :2001). So, the word *prestige* is taken from the name of the oil tanker which sinking and spreading the oil into the Galicia coast. In literal meaning the word *prestige* itself means widely recognized prominence, distinction, or importance (Hornby: 2000:339). But according to the context the word *prestige* in this advertisement become otherwise. Here *prestige* contributes to something bad, disaster and absolutely not honored. The accident of *Prestige* tanker only produce problem such as degradation of fisherman’s earning, destructive fishing and actually damages natural resources. The prestige of wealthy natural resources of Galicia such as fish, cockle, prawn, and any other sea food is being destroyed by the prestige ship.

The next linguistic sign is “70.000 t of oil. Today on the coast of Galicia. Tomorrow in your plate”. It means that the disaster of spreading oil in coast of Galicia affect much than afford. It told there was almost 70.000 tons of oil spilled into the coast, and it gave negative impact to its surrounding. Actually, the fish is unhealthy to consume because water is contaminated by oil and produce the toxicity. In dark market, it is possible for those who are not having responsible still catch the fish there and sell it to society. Overall, the message inside the linguistic sign is given warning for people to solve Galicia problem soon to preventing more damage to nature. Otherwise, if no immediate action is taken,

there is a possibility that Galicia's meal will spread to our plate, consumed by children and spread disease.

The next linguistic sign stated that "*help us to stop it at wwf.org*". This is the complementation information for those who cares of the green environment can open this site to see what we can do for save nature especially in avoiding global warming effect. The word *us* refers to WWF as environmental organization caring for nature, and it need help by all elements such as society, government, and any other welfare organizations to stop Galicia from spread oil. Oil is a hazardous materials and having a great potential for enormous harm to deep sea. The immediate effects of toxic may be mass mortality and contamination of fish and other food species. Mark (2003:173) in his article stated that "wildlife such other than fish and sea creatures, including mammals, reptiles, amphibians, and birds that live in or near the ocean, are also poisoned by oil spill waste".

From the analysis above, it can be concluded that the meaning of the sign in the advertisement above is really dependable to the meaning of other sign. From the text, the writer took the first sentence of the linguistics sign "***prestige all in oil***" become the keyword to delegate and present the meaning of sign. The table of order signification below shows the relation between denotative meaning and connotative meaning:

D	M	<i>Prestige all in oil</i>	Shipwreck of <i>prestige</i> (a name of oil tanker) spilling oil to Galicia coast.	
		<i>Prestige all in oil</i> means a shipwreck of <i>prestige</i> (a name of oil tanker) spilling oil to Galicia coast.	Image of disaster has been caused by <i>Prestige</i> oil tanker on Galicia coast	
C				
M		“ <i>Prestige all in oil</i> ” is sign for “Image of disaster has been caused by <i>Prestige</i> oil tanker on Galicia coast”		

Table 5: Signification orders of linguistic sign in Galicia coast disaster Advertisement

In this table, the signifier is the word “*prestige all in oil*”. This signifier has the signified “shipwreck of *prestige* (a name of oil tanker) spilling oil to Galicia coast”. Then, both of signifier and signified produce denotative sign that “*Prestige all in oil* is a shipwreck of *prestige* (a name of oil tanker) spilling oil to Galicia coast”. In the next term, denotative sign becomes a connotative signified which is endangered by a connotative signified “Image of disaster has been caused by *Prestige* oil tanker on Galicia coast”. Both of the connotative signifier and signified produce connotative sign “*Prestige all in oil* is sign for image of disaster has been caused by *Prestige* oil tanker on Galicia coast”.

Overall, we may interpret this advertisement want to tell the readers that we must take care for the nature. As human being, we are created as the only creature which having control to rule and govern this earth. So, do not let this earth be futile of people who are not responsible. One reaction gives one support to a better life.

In order to strengthen the analysis of the existence of linguistic sign, the non linguistic sign will be transformed into Pierce's diagram below:

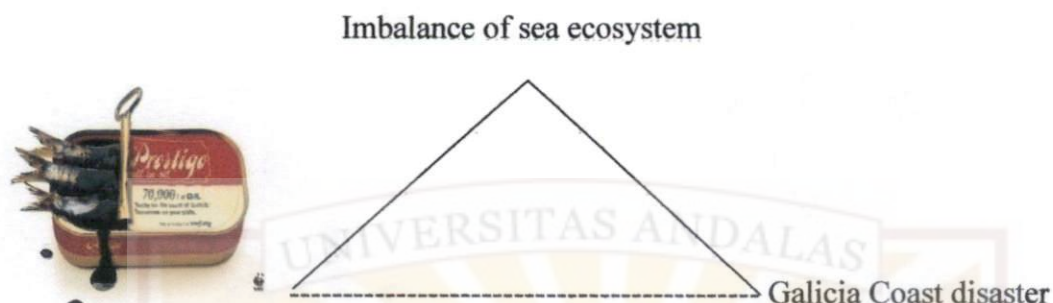
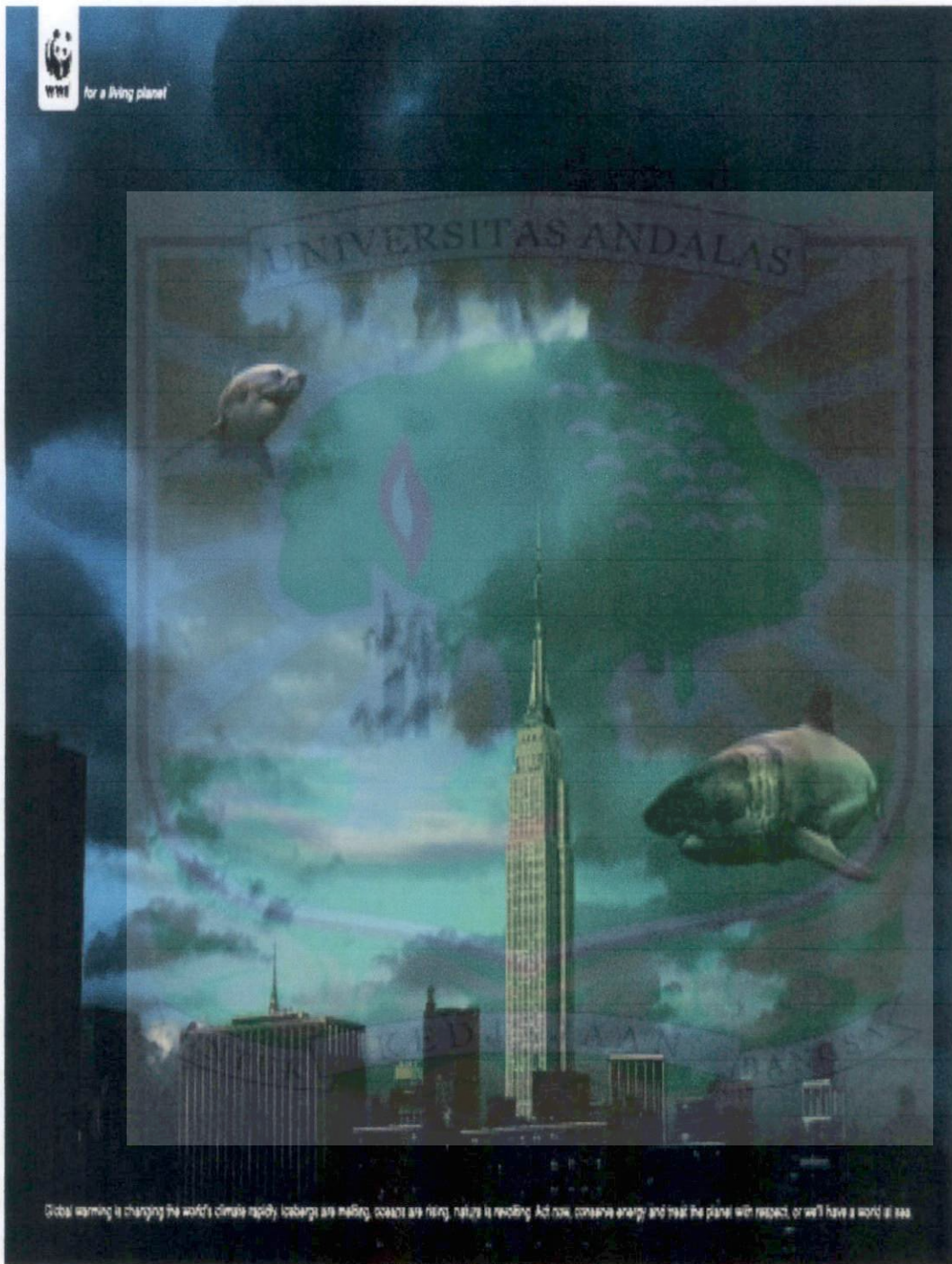


Diagram 4: Triangle diagram of Galicia coast disaster Advertisement

Peirce said that there are three factors which create the interpretation of sign they are: the Representamen, the form which the sign takes (The figure of fish sardines can with black oil spread in it), an Interpretant, which is not merely an interpreter but rather the sense made of the sign (Imbalance of sea ecosystem) because the toxicity spread by prestige oil tanker and the Object, which is something behind the sign to which it refers. The referred object is "Galicia Coast disaster". Canned food figure creates an interpretation of a terrible disaster to the living of coast because the oil spread. This interpretation works only if the readers know about its disaster.

3.2.4 Datum 4



Picture 6: World of Sea

(Taken from WWF Official Website

@www.wwf.org.com/Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/)

Slightly, this advertisement remains us in a strange world where human and shark can live together in *a world of sea*. Meaning is a tricky thing and sometimes unpredictable. People can gather different interpretation based on knowledge and experience they have. Word and picture don't simply point to things out there in the world. So we need to analyze this advertisement first, to get a clear meaning of those existences of signs.

Generally, this fourth datum contains of a light insinuation to portray animal which become homeless because of urban street living. From the advertisement, there are some icon appeared. There are icon of some *modern building* which considers being a metropolitan city and the icon of *two sharks*. Those things called icon because there is a physical resemblance between the sign and its reference. Building is something built with a roof and walls, such as a house or factory. Shark is an icon of any of a group of elongate elasmobranches, mostly marine fishes, certain species of which are large, voracious, and sometimes dangerous to humans (Oxford Dictionary:2000:394). It is impossible that a shark can fly in a city, because they need water to survive. But in the picture that possibility is coming from the title world of the sea. It means that, the modern city is built under water.

The function of building here is a symbol of human protection and technological sophistication. So, it is also stated that those *modern building* is also called as symbol. Symbol which presenting the sophisticated civilization of human through the time.

The black cloud is being indexical relationship with rain and sometimes relates to something bad or dark too. Here, the advertiser put the overcast condition to add some effect to make strong the message that the condition of the real life will be worst if we can't against the impact of global warming. As we know, there so many disaster happen because of human fault, such as cutting woods freely, hunting animal in a large number, littering and making product from plastics which can't be decomposed directly, it need hundred years to parse a piece of plastic.

Sometimes, words also have meanings that aren't contained in their dictionary definitions, but also point to something outside the word's literal meaning. Here, linguistic signs "*Global warming is changing the world's climate rapidly. Icebergs are melting, oceans are rising, nature is revolving. Act now, conserve energy and treat the planet with respect or we'll have a world of seas*". This linguistic sign is like advice and warn for people and government to taking care of this earth wisely. Today's climate change is really unpredictable, because the greenhouse effect, excessive the use of natural resources, deforestation and others bad behaviors. If we are not react yet, maybe a hundred year later this earth will exist differ, where world are full of water and becoming the world of sea.

On this linguistic sign, the writer finds three statements that is related and support each other to build a message. The first statement "*Global warming is changing the world's climate rapidly.*" As we know, global warming is the condition where temperature is being higher time by time, it makes the climate

become unpredictable all over the world. The effects of these extreme temperature make weather systems are huge and dangerous. It cause globally, they cause wide scale damage to people's homes and livelihoods, they spread disease, and they have an effect on the global economy due the cost of the damage and disruption to businesses (www.wwf.org). In that website also cited that in January 2011 a cold wave swept the city of Chicago bringing temperatures of some twenty below zero as well as huge amounts of snowfall. At the same time the UK was experiencing its most brutal winter in thirty years. These conditions can disrupt people's lives and businesses and can even lead to death of human and animals due to accidents, hypothermia and even starvation to people in remote areas where their food or heat supply has been cut off.

The next linguistic sign stated that *"Icebergs are melting, oceans are rising, nature is revolving."* This statement makes stronger the effect of global warming itself. It simplifies the reader to evade and realize the condition of ecological balance is being threatened through the climate change. Due to the temperature rising, automatically iceberg on South and North Pole are melting and caused the rising volume of water on the sea. Nature is being revolving correspondent to the situation. The last statement *"Act now, conserve energy and treat the planet with respect or we'll have a world of seas."* This last statement is being an invitation for people to react now, saving the environment from bad impact of global warming. The advertiser is urging people to conserve the energy and use it wisely.

Next, the words *“For a living planet”* exist in the top right of picture near to the symbol of WWF logo, a white-black panda. This statement belongs to the WWF organization itself. This organization is held to protect nature especially in caring of animal’s living. WWF is a symbol of an action for a living planet (earth). So, within become a volunteer or the member of this non-governmental organization we are joining to maintain life in this mother land.

From the analysis above, we can make an order of signification of the linguistic sign to find the meaning of this advertisement.

C IV	<i>“global warming is changing the world’s climate rapidly. Icebergs are melting, oceans are rising, nature is revolving, Act now conserve energy and treat the planet with respect or we’ll have a world of seas”</i>	The dangerous impact of global warming condition can reduce the land
	<i>global warming is changing the world’s climate rapidly. Icebergs are melting, oceans are rising, nature is revolving, Act now conserve energy and treat the planet with respect or we’ll have a world of seas</i> means the dangerous impact of global warming condition can reduce the land.	The changing of earth living into a world of sea
D IV	<i>“global warming is changing the world’s climate rapidly. Icebergs are melting, oceans are rising, nature is revolving, Act now conserve energy and treat the planet with respect or we’ll have a world of seas”</i> is sign for “the changing of earth living into a world of sea”.	

Table 6: Signification orders of linguistic sign in World of Sea Advertisement

In this table, the signifier is *“global warming is changing the world’s climate rapidly. Icebergs are melting, oceans are rising, nature is revolving, Act now conserve energy and treat the planet with respect or we’ll have a world of seas”*. This signifier has the signified *“The dangerous impact of global warming condition can reduce the land”*. Both signifier and signified are produce the denotative sign that *“global warming is changing the world’s climate rapidly. Icebergs are melting, oceans are rising, nature is revolving, Act now conserve energy and treat the planet with respect or we’ll have a world of seas* means the dangerous impact of global warming condition can reduce the land. ”. In the next term, denotative sign becomes a connotative signified which is endangered by a connotative signified *“The changing of earth living into a world of sea”*. Both of the connotative signifier and signified produce connotative sign *“global warming is changing the world’s climate rapidly. Icebergs are melting, oceans are rising, nature is revolving, Act now conserve energy and treat the planet with respect or we’ll have a world of seas* is sign for the changing of earth living into a world of sea”.

This sign is called *“world of sea”* because the figure of some modern building are stand under the water where shark can swim surrounding them. The sign is the whole result from the association of signified with signifier. It brings us to the situation of utopian world.

In order to strengthen the analysis of the existence of linguistic sign, the non linguistic sign will be transformed into Pierce’s diagram below:

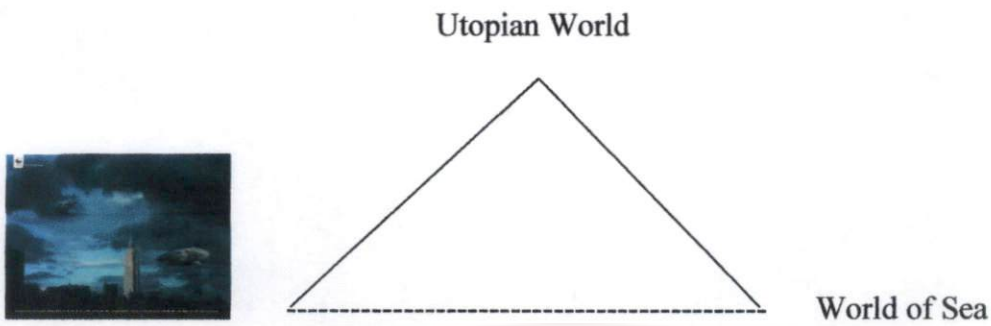
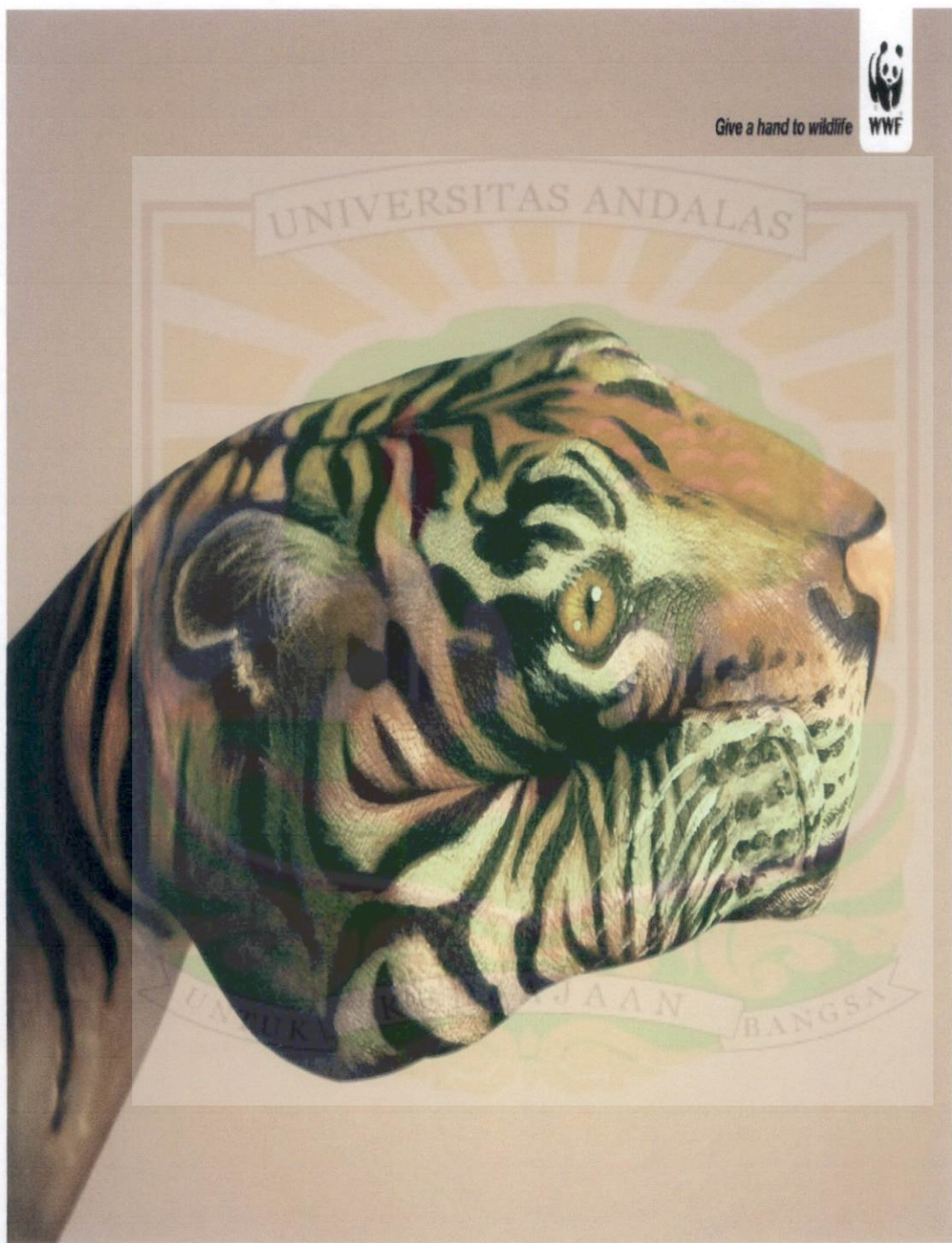


Diagram 5: Triangle diagram of World of Sea Advertisement

Peirce said that there are three factors which create the interpretation of sign they are: the Representamen, the form which the sign takes (The figure of two sharps flying on the town of sea), an Interpretant, which is not merely an interpreter but rather the sense made of the sigh (Utopian world) and the Object, which is something behind the sign to which it refers. The referred object is “World of Sea”.

3.2.5 Datum 5



Picture 7: Hand Painting “Tiger”

(Taken from WWF Official Website
@www.wwf.org.com/Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/)

Generally, this creative advertising made by WWF is raise to support and protect the survival of wildlife, especially tiger. From data description found in WWF website (wwf.org/species), inform that in the whole world wild tiger numbers are decrease time by time. It tells that the largest of all the Asian big cats as the top of the food chain are vulnerable to extinct. Tigers are forced to compete for space with dense human populations, face unrelenting pressure from poaching because their place is being hotter because of wild hewing, retaliatory killings and habitat loss across their range. Once more, this advertisement gives a portrait of homeless animal on urban area.

Advertisement above is picturing the existence of a *tiger*, so it may be conclude as an icon of itself. Based on Hornby (2000:452), tiger is defined as a large fierce animal of the cat family, yellowish with black stripes and live in the wild forest. The hand painting above is really close to the real picture of a tiger, it seems that advertiser is really concern to make a good hand art painting. There is no index appear in this advertisement, meanwhile the symbol of WWF logo, a *black-white panda* is still printed in the bottom left side in each advertisement means caring and protection for wildlife.

Consider to that troubling condition, the linguistic sign, which is "*Give a hand to wildlife*" is does not mean we actually give our hand to them to be eat or break by their sharp canine. This linguistic sign gains connotative meaning. The true meaning relate to the context of its advertisement assumes that we must taking care for the wildlife. *Give a hand* here means give help, fund and attention

for their extinction threaten. Every human have to participate, such give donation or run a part directly to help them as a volunteer.

To see detail process of the linguistics sign “*Give a hand to wildlife* “ in producing denotative and connotative meaning, the writer transformed the sign into table of signification order by Barthes’ below:

D M C M	<i>Give a hand to wildlife</i>	Save the wild animal life
	<i>Give a hand to wildlife</i> means save the wild animal life	Support and care for wildlife
	“ <i>Give a hand to wildlife</i> ” is sign for “support and care for wildlife”.	

Table 7: Signification orders of linguistic sign in hand painting “Tiger” Advertisement

In this table, the signifier is “*give a hand to wildlife*”. This signifier has the signified “Save the wild animal life”. Both signifier and signified are produce the denotative sign that “*give a hand to wildlife* means save the wild animal life”. In the next term, denotative sign becomes a connotative signified which is endangered by a connotative signified “support and care for wildlife”. Both of the connotative signifier and signified produce connotative sign “*give a hand to wildlife* is sign for support and care for wildlife”.

By saving tigers, automatically we also save the biological source, forest and other ecological source. These forests are home to thousands of other species, people and the food, freshwater and flood protection that local communities need

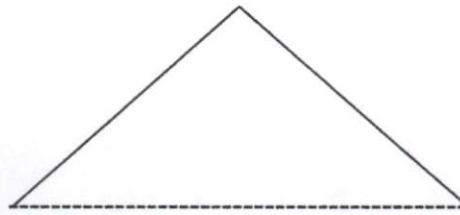
to survive. In additional information from WWF official site, it is also stated that three tiger subspecies - the Bali, Javan, and Caspian - have become extinct in the past 70 years. The six remaining subspecies - Amur, Bengal, Indochinese, Malayan, South China, and Sumatran - live only in Asia, and all are threatened by poaching and habitat loss.

The advertiser makes this hand art painting advertisement in case to remain us to stop illegal tiger trade and another activity which can threaten them. Our hand is like a currency coin where in one side we can save them and keep nature green and in another side our hand is such guns that make them extinct by hunt them.

WWF as an international organization which care about the environmental balance is working to ensure some strategies to protect the animal such as by making this kind of advertisement and do some real activities to protect them. Actually in analyzing this advertisement we must interpret linguistic sign and non linguistic sign which both cannot be separated. By relate them, we can understand the meaning and context that is used to deliver the message.

Therefore, the meaning expressed in this advertisement is to invite all elements included us and government to avoid the extinction of the wildlife. Here, the writer analyzes about the appearance of non linguistic sign. In order to strengthen the analysis of the existence of linguistic sign, the non linguistic sign will be transformed into Pierce's diagram below:

Wildlife living



Extinction of tiger

*Diagram 6: Triangle diagram of hand art painting "Tiger"
Advertisement*

Peirce said that there are three factors which create the interpretation of sign they are: the Representamen, the form which the sign takes (The figure of hand art painting, illustrated a tiger), an Interpretant, which is not merely an interpreter but rather the sense made of the sign (wildlife living) and the Object, which is something behind the sign to which it refers. The referred object is "the Extinction of tiger".

3.2.6 Datum 6



Picture 8: Save the wild animals

(Taken from WWF Official Website
@www.wwf.org.com/Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/)

In this advertisement we can see a bear husk skinned hanging in a wood stick. The background of the image is taking place in snow areas because there is picture of white snow which covers the land. Then, there are two appearing of house in the right and left side. The sign of skin itself bring us to a description that, there was a hunt, a bear hunt and it skinned by the hunter. The indication of bear skin is bringing from the situation, because bear is living in a cold temperature like snowing area. It is also prove by the color of skin which assuming as an icon of a bear, it is white mixture and rather brown.

There are some linguistic sign appear in this advertisement. First of all, it stated that "*Be comfortable in your own skin, and let animals keep theirs*". This statement refers to us, as human being. This is a warning for us to not hunt and use any kind of things made by hide. Comfortable is feeling pleasantly relax, without worry about anything. So, just being comfort with our own body without need to kill animal to get additional warm skin to protect us from cold or just to fashion fulfilled. Bear is usually hunting to take their skin to make some warm clothes or souvenir. The increasing number of hunting is being dangerous for their living. If their habitat is being disturb the ecosystem will affect in bad. So, just use other materials, especially materials that can be charge to decrease the extinct of animal. Stop to hunt their skin for commercial, and let them alive because they also have right. Protect them means protect our nature.

"*Save the wild animals*" is the next linguistic sign which exist in this advertisement. According to Hornby (2000:494), *wild* here means living or

growing in natural conditions, in a way that is not controlled and extremely. It is refer to animals who life in jungles and having their own authority. Save them means do not hunt them and let their existence in wild nature. Overall, the statement above clearly explain to the reader to not let people hunt or threaten the wild animal, because their existence is important to balance the unchain food.

“Reset” is such a word means that re arranges something to the particular place or position. The word *reset* is put in front of the bear skin which hanging on the stick. It means that, start from now we must stop to hunt animal skin for commercial need. However, hunting the wild animal is prohibit, so by regretting that action by stopping kill them only for commercials. Start from now, people and government should revise the nature and hold hand together to save the wild life.

“For more information, please log on to our website at www.panda.org”, this statement is kind of invitation for people to enter WWF website to find more information related how to save the wildlife. This linguistics sign means by log in to WWF sites, the reader can support this organization. *www.panda.org* stands for world wide website (www) as sites where we can see everything in virtual access and panda here refer to WWF, because *panda* is using as symbol for this organization, and *org* stand for organization.

Actually, the last linguistic sign *“for a living planet”* is written following panda logo, it gives us indication that WWF is held to protect and caring for the world, just like the mission of this organization that is to stop the degradation of

the planet’s natural environment and to build a future in which humans live in harmony with nature.

From those linguistic sign above, we can make an order of signification of the sign to find the meaning of this advertisement. Thus, the writer attempts to analyze “*Save the wild animals*” as the keyword, because it can represent the whole figure of advertisement itself. Below, the writer shows the process of the sign “*Save the wild animals*” in producing denotative and connotative meaning:

<i>Save the wild animals</i>	<i>Keep the wild animals</i>
<i>Save the wild animals</i> means keep the wild animals	Prohibition to hunt animal freely for human’s need
“ <i>Save the wild animals</i> ” is sign for “Prohibition to hunt animal freely for human’s need”	

Table 8: Signification order of linguistic sign in *save the wild animals* Advertisement

In this table, the signifier is the word “*Save the wild animals*” This signifier has the signified “keep the wild animals”. Both signifier and signified are produce the denotative sign that “*Save the wild animals* means keep the wild animals ”. In the next term, denotative sign becomes a connotative signified which is endangered by a connotative signified “Prohibition to hunt animal freely for human need”. Both of the connotative signifier and signified produce connotative sign “*Save the wild animals* is sign for prohibition to hunt animal freely for human need”.

The denotative meaning of this advertisement is the situations where people are invite to save the animal. Bear and some of other animals need to be protecting from hunter who kill them and take their skin to sell. The advertiser wants to tell that this action is bad behavior. The connotative meaning is based on the socio cultural background of the advertisement itself. This advertisement is made to deliver a message of negation for hunt animal's skin abundantly.

In order to strengthen the analysis of the existence of linguistic sign, the non linguistic sign will be transformed into Pierce's diagram below:

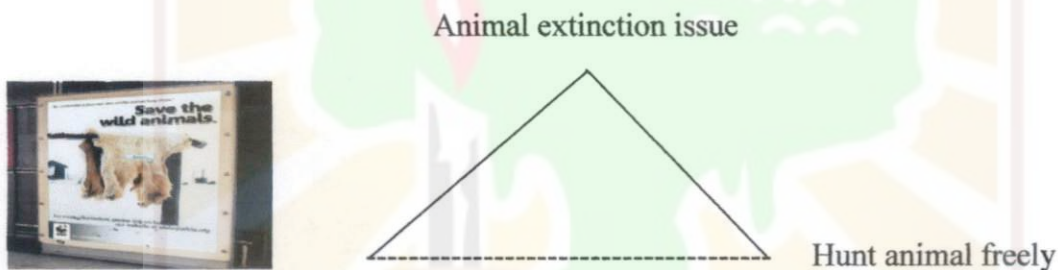
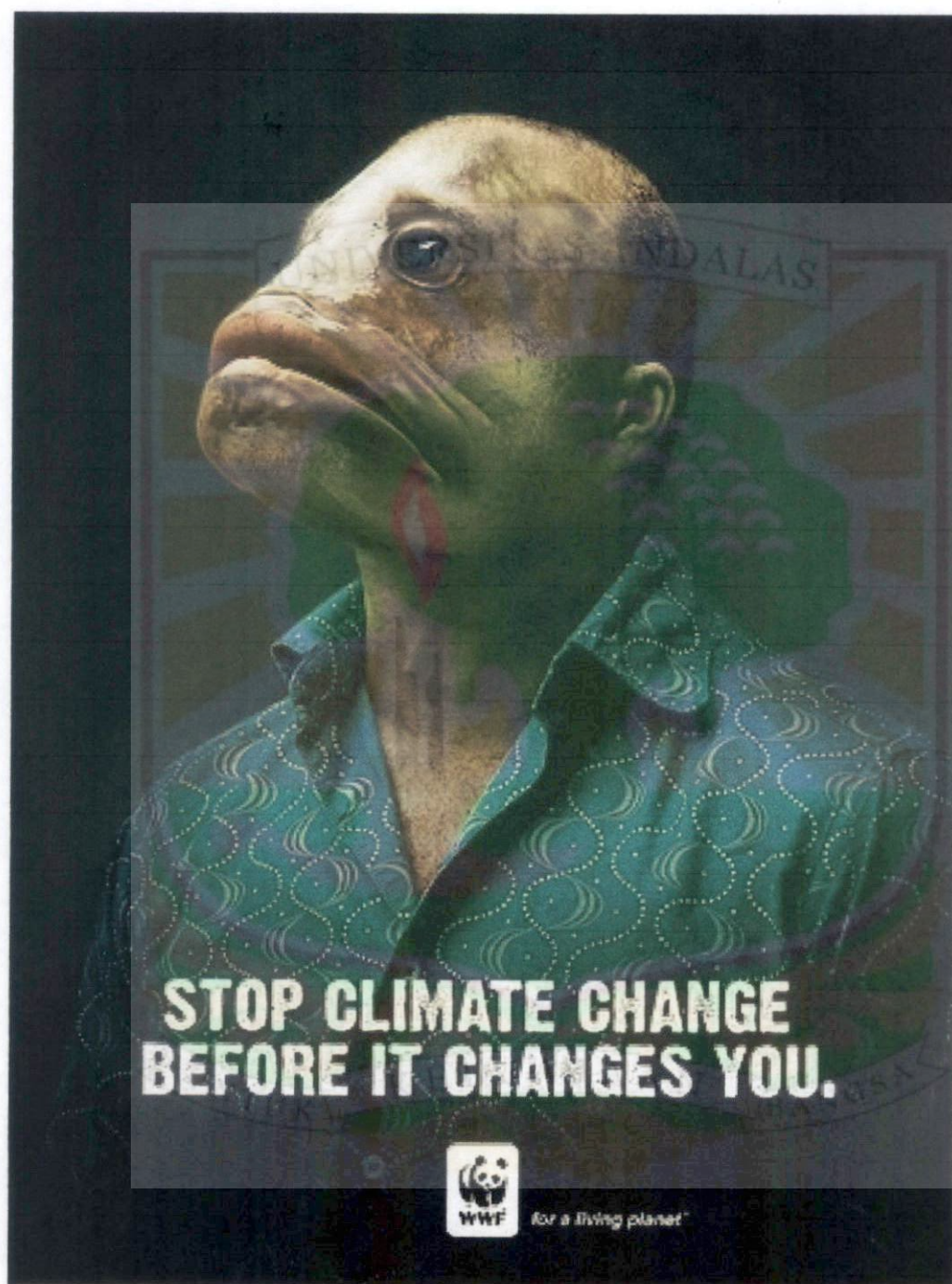


Diagram 7: Triangle diagram of save the wild animals Advertisement

Peirce said that there are three factors which create the interpretation of sign they are: the Representamen, the form which the sign takes (The figure of bear hide), an Interpretant, which is not merely an interpreter but rather the sense made of the sign (animal extinction issue) because this data is talk about the worry of animal extinction because of the effect of wild hunt and the Object, which is something behind the sign to which it refers. The referred object is “hunt animal freely”. So the advertisement above is a symbol of campaign to fight hunt animal hide.

3.2.7 Datum 7



Picture 9: Human's Metamorphose

(Taken from WWF Official Website

@www.wwf.org.com/Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/)

After see this advertisement, the reader could find strange condition where a guy who wearing blue shirt having such a fish face. Practically, this picture is only insinuation from the advertiser for those who are irresponsible to use the natural resources. It can't be called such an icon, because it mix between two, human body and a half fish face. That man is having body building like another man but his eyes and mouth are transferred like fish. It is maybe called as metamorphose of human in the future where nature is run imbalance.

WWF reports in its website that global warming effect is a result of the polar icecaps melting. It is a fact that the sea levels have been rising and that the mass of the polar icecaps has significantly reduced over the last century. With coastal areas taking a battering this means flooding occurs, people are left homeless, there are huge costs due to damages and ultimately there is less land across the globe for a growing human race to live on. The seven billionth people in the world were born this week and that number is expected to have spiraled to over ten billion by 2050. From that statement we can be worry for what will happen in the future if water is increase and raising a huge volume till covered the land. That what the advertiser imagine somehow people will transform into other form to suitable with the new environment.

The appearing of linguistic sign "*STOP CLIMATE CHANGE BEFORE IT CHANGES YOU*" is written in capital letters. In one point of view, it is formed like that to make sure the reader pay more attention to the statement. This statement is include as a warning that the climate change is really damage our

nature so to decrease worst effect, we must stop conducting action which will damage for nature. Nowadays, sea living is disturbed and destroyed by waste and another danger chemical materials. For sure, it destroys the continuity of life under water. Fish are not fresh anymore to consume because it contain dangerous materials because sea is cover by black oil. Time by time, water is show increasing volume in North Pole because of the global warming. With the icecaps melting more water is flow into the seas. This condition give negative effect on ecosystems that rely on salt water because the masses of water being added from the icecaps is fresh and will therefore dilute the saltiness. This could have an effect on food supply for people with fish and other marine life in those ecosystems dyeing. It means that, there is a possibility in the future this land will cover fully by water and human is doing metamorphosis become a half fish to suit with a new world of sea.

Next, *"For a living planet"* means as same as with another advertisement before, that WWF doing such any activity to save the nature. For a living planet is like a symbol that wants to fulfilled by WWF to returning nature balance. A living planet refers to a condition where human, animal, and plants can growth well in harmony. People have to use natural resources as much as needed. This future hope is hold by WWF and perhaps support by all element to realizing a piece of world where everything run well and everybody can breathe for fresh.

Next step is identifying the order of signification of the sign to get denotative and connotative meaning of this advertisement. The table below will

explain relation between two, denotative meaning and connotative meaning of the linguistic sign “*STOP CLIMATE CHANGE BEFORE IT CHANGES YOU* “above:

D M	<i>STOP CLIMATE CHANGE BEFORE IT CHANGES YOU</i>	A negation for climate change
	<i>STOP CLIMATE CHANGE BEFORE IT CHANGES YOU</i> is a negation for climate change	Warning of the dangerous effect of global warming
C M	“ <i>STOP CLIMATE CHANGE BEFORE IT CHANGES YOU</i> is sign for “Warning of the dangerous effect of global warming”	

Table 9: Signification orders of linguistic sign in human’s metamorphose Advertisement

In this table, the signifier is the word “*STOP CLIMATE CHANGE BEFORE IT CHANGES YOU*” This signifier has the signified “A negation for climate change”. Both signifier and signified are produce the denotative sign that “*STOP CLIMATE CHANGE BEFORE IT CHANGES YOU* is a negation for climate change”. In the next term, denotative sign becomes a connotative signified which is endangered by a connotative signified “Warning of the dangerous effect of global warming”. Both of the connotative signifier and signified produce connotative sign “*STOP CLIMATE CHANGE BEFORE IT CHANGES YOU* is sign for “Warning of the dangerous effect of global warming”.

From the table above, it can conclude that through this media promotion the advertiser trying to say that *stop climate change, before it changes you* is a warning for human to be aware of nature. Especially to keep the balance of food chain, and stop more impact of climate change condition.

In order to strengthen the analysis of the existence of linguistic sign, the non linguistic sign will be transformed into Pierce's diagram below:

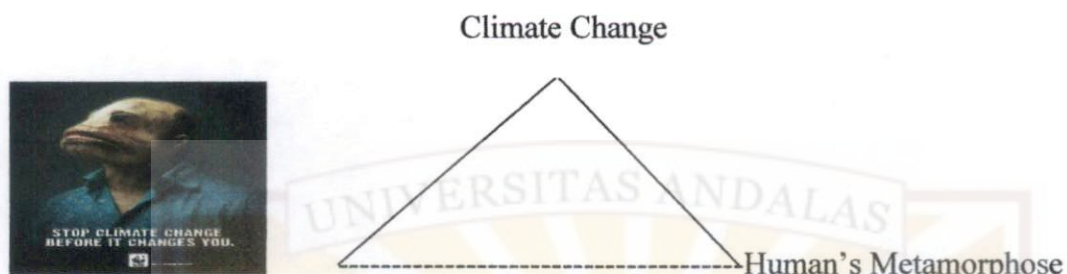


Diagram 8: Triangle diagram of human's metamorphose Advertisement

Peirce said that there are three factors which create the interpretation of sign they are: the Representamen, the form which the sign takes (The figure of a half fish-man), an Interpretant, which is not merely an interpreter but rather the sense made of the sign (climate change) because this advertisement is talk about the dangerous effect of climate change itself to the earth and the Object, which is something behind the sign to which it refers. The referred object is "human metamorphose" into a half fish man as the result if people can't avoid the dangerous impact of climate change.



Picture 10: Donate Coin

(Taken from WWF Official Website
@www.wwf.org.com/Http://creativeadvertisingworld.com/category/global-warming-protection-of-animals-environment/)

Actually datum 8 is an advertisement about donation for Africa wildlife especially for giraffe as seen as in the picture. This advertisement is made as sense of caring for number of giraffe in the wild. The advertiser wants to invite people to give donation to save wildlife. In this case the contribution of fund will determine the continuity of their life in the future.

There are some icons that we can find in this advertisement, they are the *giraffe* itself, *trees*, and *picture of sky*. Those all things bring us to the clear appearance of each icon, even the giraffe itself is made by a thousand of coins but still we recognise it as a big giraffe. The trees also bring our mind to a thing which has a lot of leaf, a strong bar, and many branches. The figure of a grey cloud in the sky describes the atmosphere in the evening, because there is no sun, and light is being fading.

Actually, the picture of *brown grass* around the land is being an index of dryness. This advertisement is taking Africa as background of the picture where it is known as a dry country. In this land, water is hard to find and sun is rise through the day. That is why the grass look dryness and trees are difficult to survive. Only some species can survive in this landscape. According to the WWF data found that the existence of some species like giraffe in wild is being decrease because of death and hunt. Only a few of them can survive and life in a hard place likes Africa. They need some support from the society to bring back their nature be better. Rain is only come rarely so the trees can't grow well. Animal like giraffe need plant with green sprout as their primary food.

Thus, dryness can due to severe drought in areas of Africa landscape, wildfires are a huge problem that will come later and these can burn through huge areas of forest and land. Automatically, the wildlife will be annoyed too. Giraffe which needs fresh leaf will die because they lose their food. So, that is why our donation for them is really needed. We are the only one who can save them.

Coins is being symbol of wealthy. Within gather many coins, it can build a replica of a giraffe. One coin determines how far we can rearrange a better environment for the wildlife. Within good financial fund, we can rearrange green land to the wild animal and keep nature. The only one giraffe in this advertisement gives us the interpretation of extinction. There is no appearance of another animal, it is unusual happen because we know wild land is the place for wild animal to life and grow.

"Save the world with a few coins. Donate at www.wwf.at" is the linguistic sign of this advertisement. It means that by donating some coins even better donate some more money to the lives of wild animal. This is not only for the continues of animal lives but also for human. If their existence is being in tip of horn, indirectly our living in this county is being damage too. Animal existence is need to keep enchain food balance of this world. So, for those people who intending to render some fund can access www.wwf.at for more information how to transfer donation.

By related to the signs, we can get the message that the advertiser want to deliver in this advertisement. This advertisement is kind of promotion to tell the

reader to donate some of their money to the social life. Wild life in Africa is waiting for our help to save them from extinction.

To see detail process of the linguistics sign “*Save the world with a few coins*”in producing denotative and connotative meaning, the writer transformed the sign into table of signification order by Barthes’ below:

D M	<i>Save the world with a few coins</i>	Invitation to give real contribution by donating coins
	<i>Save the world with a few coins</i> means an invitation to give real contribution by donating coins	Help and Care
C M	“ <i>Save the world with a few coins</i> ” is sign for “help and care for the continuity of the earth ”	

Table 10: Signification orders of linguistic sign in donate coins for Africa Advertisement

In this table, the signifier is the word “*Save the world with a few coins*” This signifier has the signified “Invitation to give real contribution by donating coins”. Both signifier and signified are produce the denotative sign that “*Save the world with a few coins* means an invitation to give real contribution by donating coins”. In the next term, denotative sign becomes a connotative signified which is endangered by a connotative signified “Help and Care”. Both of the connotative signifier and signified produce connotative sign “*Save the world with a few coins*” is sign for “help and care for the continuity of the earth “.

From the table above, it can conclude that through this media promotion the advertiser trying to say that *stop climate change, before it changes you* is a

warning for human to be aware of nature. Especially to keep the balance of food chain, and stop more impact of climate change condition.

In order to strengthen the analysis of the existence of linguistic sign, the non linguistic sign will be transformed into Pierce’s diagram below:

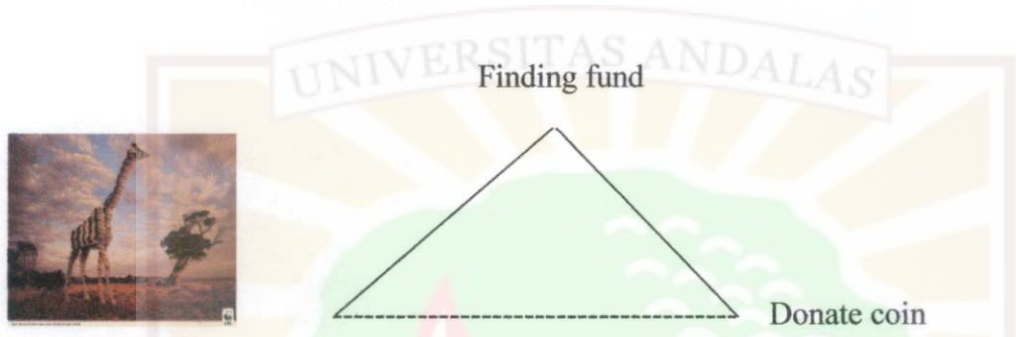


Diagram 9: Triangle diagram of donate coins for Africa Advertisement

Peirce said that there are three factors which create the interpretation of sign they are: the Representamen, the form which the sign takes (The figure of a giraffe), an Interpretant, which is not merely an interpreter but rather the sense made of the sign (finding fund) because this advertisement purpose attracts people’s attention to gather fund for wildlife in Africa and the Object, which is something behind the sign to which it refers. The referred object is “donate coin”.

CHAPTER IV

CONCLUSION

Advertisement is one of media promotion to deliver a message to the readers. It can be used for profit and nonprofit purposes. There are many social phenomena that have been described and delivered through the advertisement. Sometimes it is quite difficult to interpret the meaning of an advertisement slightly. The advertiser is building up such ideology and idea within hidden sign of brand name, logos and symbol of an advertisement. In this case, we can use semiotics to find out what is being hidden through the signs in the advertisement.

Semiotics can state meaning of each advertisement by analyzing each sign in it. Global Warming advertisements contain of linguistic sign and non linguistic sign. By applying Barthes's Signification order (Cobley and Janz, 1999:51) the writer describes both denotative and connotative meaning of the linguistic signs. Peirce's Triadic diagram (Chandler, 2007:30) also used to strengthen the analysis of non linguistic sign.

Global warming advertisement made by WWF world creative advertising 2007 is such an aware of today's condition. These advertisements are made to campaign wild life living, especially for them which is considered in extinction. Based on the analysis on the previous chapter, the writer concludes that global warming advertisement made by WWF in its website is advertisement to encourage people to do some act to save the wildlife. By doing these ads

campaign WWF tries to attract the reader attention to keep environment and avoid the impact of global warming to the earth. The figure of some animal which predict to disappear in the advertisement such as tiger and giraffe are being such warning for us not to hunt them more for any purposes. It can be said that, global warming which happen in all over the world happens because of human contribution by using the resources abundantly.

Based on this study, the writer concludes that the WWF puts the message which reflected through these global warming advertisements to promote awareness of people to be care for the environment especially for the wildlife. By using semiotics, the reader can get clear meaning from the advertisement itself. By doing this analysis, people can be critical to react what happen surrounding them and act good to save the land.

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